

Aid Awareness “Retreat” Meeting Notes
October 15, 2001

HERE’S HOW THE DAY ACTUALLY FLOWED....

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<u>WHAT</u>	<u>HOW</u>	<u>WHO</u>	<u>WHEN</u>
START-UP	<ul style="list-style-type: none"> •Context & Desired Outcomes •Agenda & Roles & Ground Rules •Team Expectations – What are you looking to get from today’s session? 	Linda Linh Linh	10 minutes 5 minutes 15 minutes (9:00-9:30)
TOPICS	<ul style="list-style-type: none"> •Key Concepts – Are we on the same page about what we need to accomplish? Do we have a shared understanding of these terms? <ul style="list-style-type: none"> • “Aid Awareness” • “Partnerships” • “Strategic and Integrated” • “Information Products” <p>Source: AA FY02 Performance Measures</p>	Linh	60 minutes (9:30-10:30)
	•BREAK		15 minutes (10:30-10:45)
	<ul style="list-style-type: none"> •Confirm target groups for aid awareness: <ul style="list-style-type: none"> • Who are our target groups for FY02? 	Linda	30 minutes (10:45-11:15)
	<ul style="list-style-type: none"> •Identify partnership list <ul style="list-style-type: none"> • Who should we work with (i.e., partner with) to accomplish our goals? 	Team	60 minutes (11:15-12:30)
	•LUNCH		60 minutes (12:30-1:30)
	<ul style="list-style-type: none"> •Continue discussion of partnership list <ul style="list-style-type: none"> • How would we categorize these types of partnerships? • Do we have enough time & resources to do everything on our list? 	Team	60 minutes (1:30-2:30)
	<ul style="list-style-type: none"> •General discussion around: <ul style="list-style-type: none"> • What are the different aid awareness products we may want to produce? • How do we work together – i.e., outreach folks with writers/editors? 	Team	60 minutes (2:30-3:00)
	•BREAK		5 minutes (3:00-3:05)

**Aid Awareness “Retreat” Meeting Notes
October 15, 2001**

	<ul style="list-style-type: none"> • Assign responsibilities <ul style="list-style-type: none"> • Who is going to be working on what? 	Team	60 minutes (3:05-3:45)
CLOSE	<ul style="list-style-type: none"> • Next Steps <ul style="list-style-type: none"> • +/-Δ 	Linda	15 minutes (3:45-4:00)

EXPECTATIONS – WHAT WOULD YOU LIKE TO GET OUT OF TODAY’S SESSION?

- Understand what’s on our FY02-03 Performance Plan and how to get there.
- Get concrete information regarding what we’ll be doing -- What are our choices? What are we going to move forward with?
- Talk about our targets – get more focus. We’re loosely targeted right now.
- Talk about specific things we will be able to do – what are our constraints? What resources/support do we have?
- Get better understanding of how much time & outreach to devote to our different target populations.
- Talk about working with TRIO.
- Identify ways to branch out in Braille area.

KEY CONCEPTS – HOW DO THESE TERMS MEAN TO US?

“AID AWARENESS”:

- Getting the Right information to the Right People at the Right Time
- Letting people know:
 - Dept has money to help them get higher education
 - How and where to get information
 - What they need to know through different formats
 - That higher education is possible
- We need to adopt a different mindset to think like our target audiences in order to reach out to them. Have to understand the environment that our audiences live in.

“STRATEGIC”:

- Planned campaign
- Detailed, specific
- Timeline for achieving specific results
- Unique – reflects understanding of our strengths & how to build on them. Also recognizes gaps, and identifies ways to counter and close these gaps.
- Checkpoints – includes the practice of evaluating along the way how we’re doing. Are we effective? Are we achieving what we set out to do?

“INTEGRATED”:

- Internally, people working together to use our information/products for multiple purposes.
- Common rules, processes for developing and using our products within Students and across SFA.
- Campaigns & partnerships that build on each other.
- Helping our partners to reach our target audiences.

Aid Awareness “Retreat” Meeting Notes
October 15, 2001

- Doing our part to coordinate activities so that our partners can work together to achieve our goals – we can be the glue that brings these partnerships together.

“INFORMATION PRODUCTS (& SERVICES)”:

- Print
- Electronic – on the web
- Audio
- Braille
- Video
- We can/should include workshops, conferences, training, and other outreach activities

“PARTNERSHIPS”:

- Groups/organizations that already deal with our target audiences. Example:
 - Mentoring groups, special focus groups, low-income support groups, educational groups, disadvantage programs, etc.
- Take advantage of the customer base and networks that these organizations have developed to get our information out to the target audiences.

WHO’S OUR TARGET AUDIENCE(S)?

- The IPTs have selected “Low Income” as our target for promoting aid awareness.
- What might this category include?
 - Native Americans
 - Older, non-traditional students
 - At-risk students
 - The homeless
 - HS, and college drop outs
 - Welfare mothers
 - Foster kids
 - Kids from “low-performing” school systems
 - Recent immigrants – English as Second Language
 - Unemployed

3 MAJOR CATEGORIES FOR GROUPING OUR CURRENT & PROSPECTIVE RELATIONSHIPS:

- A. Programs that have broader reach to a wide array of low-income groups
- B. Programs that target specific (1-2) low income groups or has a regional focus
- C. Other opportunities – generally quick-hits
Example: Ad-hoc events. Organizations, businesses that we can ask to establish a web links to our web site(s).

LIST OF CURRENT & PROSPECTIVE RELATIONSHIPS BY CATEGORY

- A. Programs that have broader reach to a wide array of low-income groups
 - Tom Joyner/ABC Radio Networks
 - HUD Neighborhood Networks
 - NSS Exhibits
 - ACE/College is Possible

**Aid Awareness “Retreat” Meeting Notes
October 15, 2001**

- BIG (Specifically venture with National Urban League)
- National EOC
- NAACP
- Successforschools.org
- JACS (Joint Action in Community Service)
- National Mentoring Partnership, Inc.

B. Programs that target specific (1-2) low income groups or has a regional focus

- TRIO – EOC/AC/DC – Tag Coord Local
- Outreach efforts – low income (various)
- California Community College System – low income (ESL, non-traditional, at-risk)
- DC Cap Training – low income (various)
- EOC Annual Adult College Fair – older, non-traditional, welfare mothers, unemployed
- Coord DC/EOC & Staff training – older, non-traditional
- African American Community Action Leaders (TAACL)
- Bureau of Indian Affairs (Dept Interior – OESE)
- Good Samaritan Foundation (DC)

C. Other opportunities – generally quick-hits

- ED College Fair
- Exhibit at BIG conference
- IAS conferences
- EAC conferences
- SFA Ambassador kit
- Calif Dept of ED Press
- DE/DC/MD/SFAA to support College Goal Sunday
- Turner Memorial Church
- SFA employee financial aid training
- Partner/exhibit at 3/2 NAFEO conference
- Partner/exhibit at 8/2 BIG conference
- National PTA
- Council Opportunity Education (COE) partner/exhibit
- AFL-CIO (web link)
- American Federation of Teachers (web link)
- Fairfax County Public Schools (focus groups)
- National Education Association (web link)
- Teach for America
- Nokia Education Fund
- NCHELP – Nat’l Council Higher Ed Loan Program, mappingyourfuture.org
- HACI – Hispanic Assoc Colleges & Univ
- FEW – Federal Emp Women
- OIC – Opportunity Ind Center

Aid Awareness “Retreat” Meeting Notes

October 15, 2001

- Amer Council of the Blind
- National Fed of the Blind
- Private Sector companies – offer web links to internal networks

Accenture	HP
ACS	KPMG
ACT	NCS
AFSA	Phoenix Planning
CBMI	Price Waterhouse Coopers
CSC	Raytheon
CTSI	TRW
Exxon-Mobil	UPS
Ford	Acquisition Solutions

OUR TARGET, STRATEGIC PARTNERSHIPS & ASSIGNED TEAMS

ORGANIZATION	OUTREACH TEAM MEMBER	WRITER/EDITOR TEAM MEMBER
TRIO. NATIONAL EOC AS SUB CATEGORY	DEMETRIUS	CINDY
ABC RADIO NETWORKS	HAZEL/JANET	DAVE
NATIONAL MENTORING PARTNERSHIP	HAZEL	LYNN
BUREAU OF INDIAN AFFAIRS (& ED’S OFFICE OF INDIAN EDUCATION)	LINDA	CINDY
NAACP	LINDA/JANET	MARIANELLA
URBAN LEAGUE	HAZEL/DEMETRIUS	DAVE
HISPANIC COMMUNITY	MARIANELLA/LYNN	LINDA
DC EOC/CIC	JANE & HAZEL	TBD – BASED ON AVAILABILITY
GOOD SAMARITAN FDTN	LINDA	TBD – BASED ON AVAILABILITY

NEXT STEPS:

1. Each team above get together to identify next steps
2. Each team checks in with Linda to share your ideas & next steps (timeframe proposed by facilitator – 2 weeks. Linda is on point for following up with individual teams.)
3. Entire AA team meets regularly to share each other’s plans and status
4. Keep list of prospective and current partnership organizations updated – Janet volunteer to the keeper of the list.